

1961 INDEX
VOLUME 6, Nos. 1-4
INDEX BY AUTHOR

BURGER, CHESTER

Why Haven't PR Agencies Grown?..... *Winter*, p. 17

COLEN, DON

Rheum at the Top (Book Review)..... *Spring*, p. 29

Which Way to Mecca, Jack? (Book Review)..... *Fall*, p. 31

DALDY, A. CYRIL

Business and the School Curriculum..... *Summer*, p. 16

HARRIS, HUNTINGTON

Community of Interest—A Concept of Public Relations..... *Spring*, p. 2

HILL, JOHN W.

The Future of Public Relations (An Interview)..... *Spring*, p. 9

HODES, ROBERT D.

Does the Postman Ring Even Once?..... *Fall*, p. 7

KEPLER, EDWIN C.

Additional Notes on the Railroad Truckers Case..... *Spring*, p. 27

The New Scope of Community Relations..... *Winter*, p. 23

Public Relations Principles Cases and Problems

(Book Review)..... *Spring*, p. 32

Uproar in the Social Sciences (Book Review)..... *Summer*, p. 34

Have You Seen Sam? (Book Review)..... *Fall*, p. 35

KNITTEL, ROBERT E.

Executive Talent and Democratic Decisions..... *Summer*, p. 28

KRIMEL, DONALD W.

Scanning the Professional Journals..... *Spring*, p. 34

Fall, p. 12

LYFORD, JOSEPH P.

Weak Muscles in Corporate Public Relations..... *Summer*, p. 4

MILLER HAROLD B.

"I Like People"..... *Fall*, p. 2

NELSON, WALTER HENRY

Think Small for the Big Slicks..... *Summer*, p. 21

PAULSON, ALFRED G.

Fee Billing: A Return for the Effort Spent..... *Winter*, p. 2

Cost Accounting for the Public Relations Firm..... *Spring*, p. 19

Budgeting in the Public Relations Agency..... *Fall*, p. 14

REEF, ARTHUR
1960 Silver Anvil Awards.....*Spring*, p. 36

SAFIRE, WILLIAM L.
The Fine Art of Leverage in PR Programs.....*Winter*, p. 11

SALINGER, PIERRE
Dealing with the White House (An Interview).....*Summer*, p. 9

SIMON, RAYMOND
The Ivory Tower.....*Fall*, p. 26

INDEX BY TITLES

Book Reviews:

ATP Directory of Periodicals.....*Summer*, p. 38

Bacon's Publicity Checker.....*Spring*, p. 33

Death and Life of Great American Cities.....*Fall*, p. 35

Ethics in a Business Society.....*Spring*, p. 29

Future of Our Cities, The.....*Fall*, p. 35

How to Plan, Produce and Publicize Special Events.....*Winter*, p. 35

Presidential Power—The Politics of Leadership.....*Winter*, p. 31

Public Relations Principles, Cases and Problems.....*Spring*, p. 32

Purpose of American Politics.....*Winter*, p. 31

Quest for Community, The.....*Summer*, p. 34

Sociological Imagination, The.....*Summer*, p. 34

State of the States, The.....*Fall*, p. 35

Thermonuclear War, On.....*Winter*, p. 31

United States in the World Arena, The.....*Winter*, p. 31

Working Press of the Nation, The.....*Spring*, p. 33

Articles:

ADDITIONAL NOTES ON THE RAILROAD TRUCKERS CASE
Edwin C. Kepler.....*Spring*, p. 27

BUDGETING IN THE PUBLIC RELATIONS AGENCY
Alfred G. Paulson.....*Fall*, p. 14

BUILDING A BETTER COMMUNITY.....*Fall*, p. 28

BUSINESS AND THE SCHOOL CURRICULUM
A. Cyril Daldy.....*Summer*, p. 16

**COMMUNITY OF INTEREST—A CONCEPT OF
PUBLIC RELATIONS**
Huntington Harris.....*Spring*, p. 2

COST ACCOUNTING FOR THE PUBLIC RELATIONS FIRM
Alfred G. Paulson.....*Spring*, p. 19

DEALING WITH THE WHITE HOUSE
Pierre Salinger (An Interview).....*Summer*, p. 9

DOES THE POSTMAN RING EVEN ONCE?
Robert D. Hodes *Fall, p. 7*

EXECUTIVE TALENT AND DEMOCRATIC DECISIONS
Robert E. Knittel *Summer, p. 28*

FEES BILLING: A RETURN FOR THE EFFORT SPENT
Alfred G. Paulson *Winter, p. 2*

FINE ART OF LEVERAGE IN PR PROGRAMS, THE
William L. Safire *Winter, p. 11*

FUTURE OF CORPORATE PUBLIC RELATIONS, THE
John W. Hill (An Interview) *Spring, p. 9*

"I LIKE PEOPLE"
Harold B. Miller *Fall, p. 2*

INDEX, VOL. 5, 1960 *Winter, p. 36*

IVORY TOWER, THE
Raymond Simon *Fall, p. 26*

NEW SCOPE OF COMMUNITY RELATIONS, THE
Edwin C. Kepler *Winter, p. 23*

SCANNING THE PROFESSIONAL JOURNALS
Donald W. Krimel *Spring, p. 34*
Fall, p. 12

SILVER ANVIL AWARDS
Arthur Reef *Spring, p. 36*

THINK SMALL FOR THE BIG SLICKS
Walter Henry Nelson *Summer, p. 21*

WEAK MUSCLES IN CORPORATE PUBLIC RELATIONS
Joseph P. Lyford *Summer, p. 4*

WHY HAVEN'T PR AGENCIES GROWN?
Chester Burger *Winter, p. 17*

INDEX BY SUBJECT MATTER

AGENCIES *Winter, p. 17*

BUDGETING AND ACCOUNTING *Winter, p. 12;*
Spring, p. 19; Fall, p. 14

COMMUNITY RELATIONS *Winter, p. 23; Fall, p. 28*

CORPORATE RELATIONS *Summer, p. 4, 16, 28*

DIRECT MAIL *Fall, p. 7*

EDUCATION *Fall, p. 26*

MEDIA *Summer, p. 21*

PROFESSIONAL PR *Winter, p. 1; Spring, p. 2, 27; Fall, p. 2*

SILVER ANVIL AWARD SECTION *Spring, p. 30*

SOCIAL SCIENCES *Spring, p. 34; Summer, p. 34; Fall, p. 12*